

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

MARCH, 1956

NO. 3

IT'S TIME TO "ZING"!

FOR MORE HEALTHY PLANTS —
FOR MORE ATTRACTIVE FOLIAGE —
FOR MORE BEAUTIFUL BLOSSOMS —

Feed Your Plants With
A Complete Plant Food That Satisfies.

Don't Buy "Fertilizer" — Ask For "Zing"!

A well balanced plant food is one of the most important factors in the growth and health of plants. ZING is designed to stimulate good plant growth under our Florida climatic conditions. It compensates for soil deficiencies by supplying the nutrients needed. ZING'S nitrogen content is 40% natural organic, which becomes available over a period of months, stimulating a steady, healthy, sustained growth rather than a spurt of weak, soft, short-lived growth produced by the completely chemical flash-type fertilizers.

ZING is a complete plant food, containing nitrogen, which encourages a luxurious growth of stem and foliage; phosphorus, which encourages new plant cells; potash, which gives plants stamina and the ability to withstand cold, drought, and other adverse conditions. ZING also contains the minor and trace elements so valuable in assuring you healthy, specimen plants.

ZING was originally developed for our own use—our plants thrive on it. They stay strong, healthy, green, lush, radiant!

Because ZING IS A COMPLETE PLANT FOOD, its regular use assures you both vigorous growth and abundant bloom, if used according to chart on page 2.

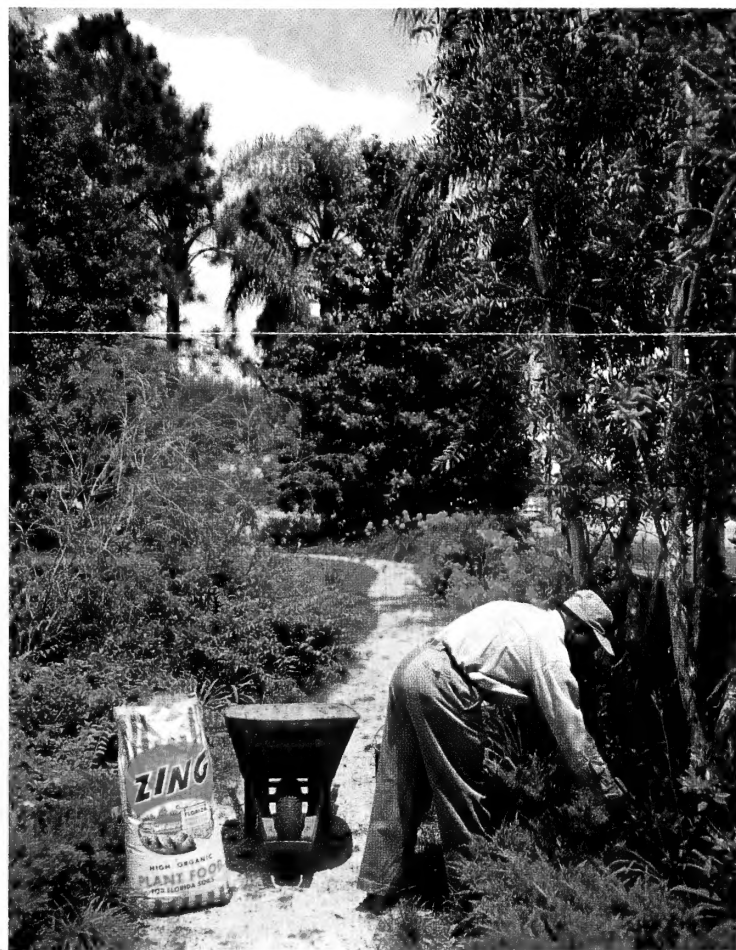
THREE SPECIAL FORMULAS MEET SPECIFIC PLANT NEEDS:

ZING A & C—for Azaleas, Camellias, Gardenias, Hollies, Roses, and all other acid loving plants.

ZING T & S—for feeding all shrubs and trees.

ZING LAWN—for keeping your lawn green and lush.

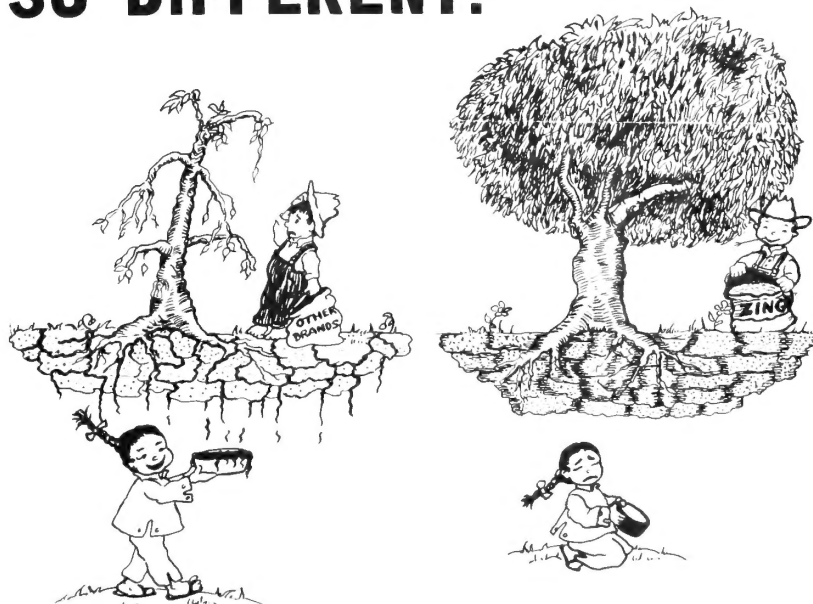
ONLY \$3.95 PER HUNDRED



WHY ZING IS SO DIFFERENT:

When chemical fertilizers are applied, they dissolve as soon as water is put on. Any food not immediately picked up by feeder roots will leach beyond "root-reach" and is lost. Thus your plants get actually only a small percentage of fertilizer used, and will have no more food until another application is made . . . the amount of fertilizer really lost makes this type of feeding expensive!

ZING is a natural organic plant food. Because of its component parts in the nitrogen content (40% natural organic) it remains suspended longer in the soil so the roots of the plants may pick it up. Every time you apply water, some ZING is available for your plant. You get a steady, sustained feeding with ZING, and since you lose so little food through leaching, ZING is your best fertilizer buy!



Are Your Plants Hungry?



YOUR FAMILY HAS THREE MEALS A DAY, BUT DO YOU FEED YOUR PLANTS PROPERLY AND REGULARLY?

"Remember, only God can make a plant, which is a living thing and should be treated accordingly. Unlike most living things, it has no way to make its needs known other than its appearance, which will reflect the kind of treatment it receives from its guardian."

FEED REGULARLY WITH ZING — AND SEE THE DIFFERENCE!

FERTILIZER APPLICATION CHART (This chart applies to our "ZING" only; for best results use as directed.)

Size	Azaleas, A & C Mar. thru Apr. June thru July ½ application Sept.	Camellias, A & C Mar. thru Apr. June thru July ½ application Sept.	Roses, A & C Jan., March, May, Sept., Nov.	Pot Plants A & C Every Month or Six Weeks	Conifers, T & S March, June, Sept.	Small Fruits and Nuts, T & S March, June, Sept.	Lilies, T & S Sept., Jan., April	Palms, T & S April, June, Sept.	Shrubs, T & S March, June, Sept.	Shade Trees T & S March, June, Sept.	Grasses, Lawn Oct. thru Nov. Feb. thru March
8-12 in.	¼ lb.	¼-½ lbs.	¼ lb.	½ TBL. to each 1 in. of pot diameter	1 lb.	½ lb.	3-5 lbs. per 100 sq. ft.	*See Pot	½ lb.	½ lb.	100 lbs. to 1500 to 2000 sq. ft.
12-18 in.	½ lb.	1 lb.	½ lb.		1¼ lbs.	¾-1 lb.	½ lb.		¾ lb.		
18-24 in.	¾ lb.	1½ lbs.	¾ lb.		1½ lbs.	1 lb.	¾ lb.	1 lb.	1 lb.	1 lb.	
24-30 in.	1 lb.	1½ lbs.	1 lb.		2 lbs.	1½ lbs.	1 lb.	2 lbs.	1½ lbs.	1 lb.	
30-36 in.	1 lb.	1¾ lbs.	1½ lbs.		2¼ lbs.	1¾ lbs.	1¾ lbs.	3 lbs.	1¾ lbs.	1½ lbs.	
36-42 in.	1½ lbs.	2 lbs.	1¾ lbs.		2½-3 lbs.	2 lbs.			2 lbs.		
42-48 in.	1½ lbs.	2¼ lbs.	1¾ lbs.		3-4 lbs.	2½ lbs.			2½ lbs.	1¾ lbs.	
4-5 ft.	2 lbs.	2½ lbs.	1¾ lbs.		4-5 lbs.	3 lbs.		5 lbs.	3 lbs.	2 lbs.	
5-6 ft.	2½ lbs.	3 lbs.	1¾ lbs.		5-6 lbs.	3½ lbs.			3½ lbs.	3 lbs.	
6-8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.		6 lbs.	4 lbs.	4 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4½ lbs.		10 lbs.	5-8 lbs.	5 lbs.	
10-20 ft.					15 lbs.	5 lbs.		20 lbs.	8-10 lbs.	5-6 lbs.	
20-35 ft.								35 lbs.		10-20 lbs.	

MARCH IS TIME TO PRUNE

WHY PRUNE?

1. FOR ADDED BEAUTY. New growth always looks fresh and luxuriant. Pruning helps to stimulate new growth and brings out contrasting foliage from new lateral buds.
2. FOR BETTER SHAPE. Plants sometimes have a tendency to grow tall and leggy—and a pruning will make them thicken up.
3. FOR MORE FLOWERS. The more shoots on a plant, the more blooms you'll get; a thick, bushy plant will produce many more blooms than a slender one.
4. FOR KEEPING PLANTS IN BOUNDS. Often plants grow too large for their location if permitted to grow on year after year. If you will prune each spring you can keep your plants where they will fit their location.
5. FOR REMOVING COLD DAMAGED WOOD. Any winter-damaged wood should be pruned out before new growth starts in the spring.

WHEN TO PRUNE? It is better to prune early in the spring when the new growth will pop out and soon cover the unsightly ends.

HOW TO PRUNE? Use sharp pruning shears and saws and make neat, clean, quick-healing cuts.

WHAT TO PRUNE? Anything that needs it for any of the reasons above. Do not cut slow-growing plants too severely unless absolutely necessary.

OUR EXPERIENCED SERVICE CREW IS AVAILABLE TO DO YOUR PRUNING, SPRAYING, FERTILIZING—AT A REASONABLE COST. GIVE US AN OPPORTUNITY TO FURNISH ESTIMATE. NO OBLIGATION!



SPRAYING IMPORTANT FOR HEALTHY PLANTS

An Ounce of Prevention Is Worth a Pound of Cure When You're Spraying to Control Insect and Fungi Pests

HERE'S AN IDEAL PROGRAM FOR SPRAYING:

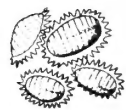
MARCH-APRIL GENERAL CLEANUP: Spray your entire grounds with a combination of oil, a fungicide and insecticide applied under pressure.

DURING SUMMER MONTHS: Watch for any infestations of pests and spot-spray as needed. Don't delay; spray at once to prevent further spreading.

SEPTEMBER: General fall cleanup spray to entire grounds.

HERE ARE SOME RECOMMENDATIONS

Ask For Others



Mealy Bugs



Aphids



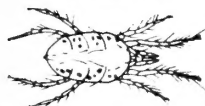
Scales



Thrip



White Fly



Spider Mite

Double safety
for Azaleas & Camellias!



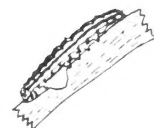
You need just two sprays — Improved ISOTOX Garden Spray M and VOLCK Oil Spray to protect Azaleas and Camellias against most damaging insects. Mix in ORTHO SPRAYETTE garden hose attachment, and apply together.

Protect Ornamentals
with just *one* spray



Now two great sprays have been combined into VOLCK ISOTOX Spray to protect ornamentals against aphids, scale, lacebugs, etc. Easy to apply with the ORTHO Sprayette.

Snails
and
Slugs



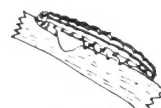
Cut Worm



Chinch Bug



Sod
Webworm



Army Worm



Black Spot



Mildew



EXPERT INSPECTION SERVICE

Don't let your lack of knowledge as to plant needs cause loss of valuable plant materials . . . FOR ONLY \$5.00 PER MONTH, OUR EXPERT WILL CALL AT YOUR HOME, CHECK YOUR LAWN, SHRUBS AND TREES, AND SEND YOU A WRITTEN REPORT OF FERTILIZING, SPRAYING, PRUNING, ETC., THAT SHOULD BE DONE.

If you don't care to do it yourself, he'll give you the estimated cost of having our experienced crew do it for you.

This service was designed especially for newcomers to Florida, and for folks who are here only part of the year, but want to protect their investment while they are away.

Call our office or write for application blank—let us tell you how to solve your problems!

— NURSERY SUPER - MARKET —

Visit our Leesburg and Ocala Sales Yard—See "MILLIONS OF PLANTS" labeled
HUNDREDS OF VARIETIES—OLD FAVORITES AND NEW INTRODUCTIONS.

Tropical, sub-tropical and unusual plants—all tested and proven satisfactory

VISITORS ALWAYS WELCOME—

Florida Nursery is less than an hour's drive from anywhere in Central Florida!



AZALEAS. By far the most spectacular flowering shrub for winter and spring bloom because of the wide range of colors and the type variations in growth. Florida Nursery has many fine varieties, and you may secure the help of our personnel to help you work out an attractive planting to give you that colorful mass effect so spectacular at this time of the year. They may be planted now while they are in bloom, and you can see just how they look immediately.

Priced from 25c up



TIBOUCHINA SEMIDECANDRA. This plant with the lush velvety foliage and the large exquisitely formed single royal purple flowers is most spectacular. It is a fast grower and a heavy bloomer.

There are other varieties you'll like, too—there's a tree type with metallic foliage, and another variety with orchid pink blooms botanically listed as Melastoma.

\$1.50 and up



ILEX CORNUTA. Often called "Chinese Holly," this is a shrub type holly which is beautiful used as specimen plants or as a hedge. The dark shining green foliage is striking in shape with interesting spines. The berries are deep dark red, and large, making it a valued plant for our area.

\$2.50 and up



FEIJOA SELLOWIANA. Mexican Guava. A beautiful shrub with foliage of dark green with shining silver beneath. The flowers are most interesting, with the petals a soft pink and the long protruding stamen a brilliant bright red, resembling a red paintbrush. The flowers are followed by an edible fruit, but the plant is valued most for the attractive appearance as an ornamental.

\$1.50 and up



BEARING SIZE CITRUS. Container grown stock, ready to go. Nice selection of varieties in Oranges, Grapefruit, Lemons, Limes, Kumquats, Calamondins, and other novelty fruits. Many of these trees are already in bloom and setting fruit for next year.

Only \$4.00 and up



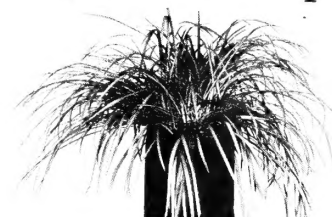
LANTANA DELICATISSIMA. Trailing evergreen sub-shrub that is perfect for planters, borders or ground covers. The shining green foliage and bright lavender flowers borne in dense clusters make it an attractive planting all year long.

\$1.50 and up



PHOENIX ROEBELLINI. This pigmy date palm is widely used as tub specimen because of the slow growth and the graceful habit of growth. It is used also in planter boxes indoors or out, in foundation plantings, or in shrubby borders or around pools. The most graceful of all "feather palms," you'll like this beautiful palm.

Sizes from \$1.00 up



LIRIOPE MUSCARI. Attractive grass with rather broad dark green foliage and clusters of lavender flowers borne on a spike and resembling a grape hyacinth. Recommended highly for edgings, borders or as a ground cover in shaded areas where grass does not thrive.

Single pips, 15c each

3 pip clumps, 35c

Heavy clump, as pictured, \$1.50



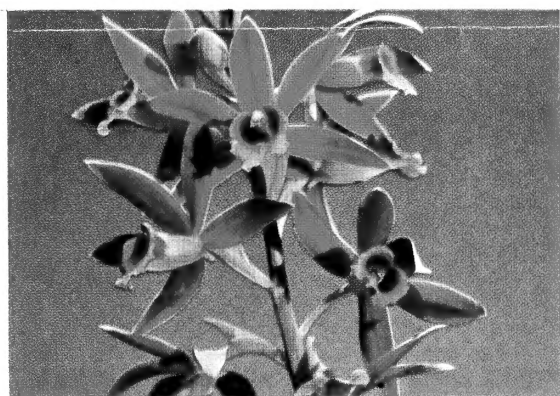
PHILODENDRON SELLOUM. Clump-type tropical plant that is surprisingly hardy; withstood our recent low temperatures very well. Wonderful for foundation plantings, planter boxes, or patio or pot use. One of the newer plants for use outdoors in Central Florida to give that tropical appearance.

\$2.50 and up



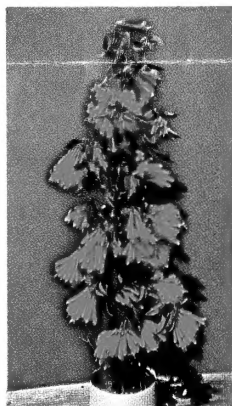
RAINBOW CALLIANDRA. Here's a powder-puff that has colorful foliage in rainbow effect—you'll want one of these for your garden! It grows a bit slower and more bushy than the regular red variety, but blooms just as heavy. In addition, the new foliage is most colorful. This is one of the newer additions to Florida Nursery's large stock of unusual material.

Priced only \$1.50 and up



PHAIUS GRANDIFOLIUS OR NUN'S LILY ORCHID. This is an earth-growing orchid that thrives in pots, planter boxes, tubs, or planted in beds where they get some protection. The flowers are three to four inches across, of a pleasing yellowish brown on top the petals and silvery white beneath, and a deep purple lip margined with yellow. They are borne in tall spikes with twelve to twenty flowers on the spike. The pistil is shaped like an ivory replica of a hooded nun, hence the common name. Very easy to grow.

Blooming plants, \$3.50 and up



BIGNONIA VENUSTA. Florida Flame Vine so spectacular this time of year! The flaming orange-red flowers are borne in clusters along tendriled vines. A fast grower, and excellent for adding color to your planting.

\$1.00 and up



LOQUAT (Eriobotrya japonica). This ornamental tree is valued both for attractive foliage and delightful fruit. The foliage, flowers, and fruit are often used in arrangements. This tree is a "must" for Florida gardens.

\$1.50 and up



CEREUS PERUVIENSIS. Rapid growing cactus so striking when used in planters or as specimen in foundation plantings. It blooms at night, producing gorgeous large white flowers resembling a tropical water lily, later followed by an attractive red fruit which is also decorative.

From \$1.00 up



GREVILLEA ROBUSTA. Commonly known as Australian Silk Oak. A very attractive, fast growing tree with dark green fern-like foliage, silvery beneath. Flowers borne in spring in large trusses of brilliant orange-yellow flowers with an undertone of brown. Very valuable for ornamental tree in our area.

Only \$1.50 and up



CYCAS CERCINALIS. The "Queen Sago" is particularly valued for the symmetrical habit of growth. It is a good subject for patio or planter, or as a tubbed specimen for interior decorating use. The new foliage is a pleasing light green, contrasting beautifully with the glossy dark green foliage that is older.

\$2.50 and up



MAGNOLIA GRANDIFLORA. Aristocratic old southern favorite with large glossy green foliage, the symmetrical habit of growth makes it a striking specimen for lawn or shrubbery borders, as well as producing shade. The spring and summer brings hundreds of large white saucer-shaped flowers with striking and pleasing fragrance.

\$2.00 and up



LOROPETALUM CHINENSIS. This attractive, compact, spreading plant with rounded foliage produces an abundance of white fringe-like flowers almost all year. While this is a fairly new item, it is ideal for low borders or planters. Is not damaged by cold.

Only \$3.00 and up



LONICERA YUNNANENSIS. Dwarf Honeysuckle. One of the newer shrubs that is most popular because it can be kept very low. It is a dense, bushy, low grower with small shining green foliage and highly valued because of its attractive appearance and the fact that it can be used as a ground cover or where low plants are needed.

\$1.50 and up



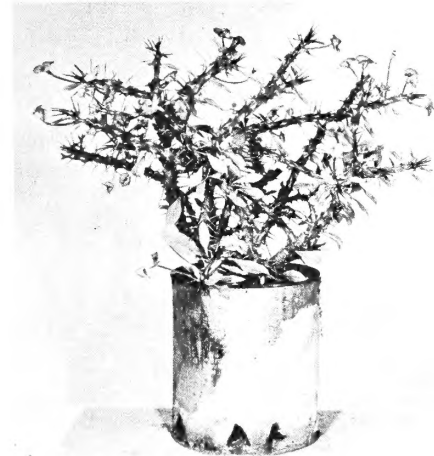
ALOE ARBORESCENS. A tender herb used as an ornamental, either in pots, plant boxes or beds. The fleshy leaves are considered excellent first aid for burns, and many folks grow a pot of Aloe on the kitchen window sill to have it handy in emergencies. The flower stalks are very showy, although the orange red flowers are not large individually; the tall spikes are spectacular while in bloom, and the plant itself is attractive.

\$0.75 and up



VIBURNUM TINUS ROBUSTUM The luxuriant deep green foliage and compact habit of growth makes this an interesting addition to our Central Florida gardens. It is hardy, evergreen, and can be pruned into a hedge or used in the shrubbery border. Will grow in either sun or shade. Try one in your garden—you'll like it!

\$2.50 and up



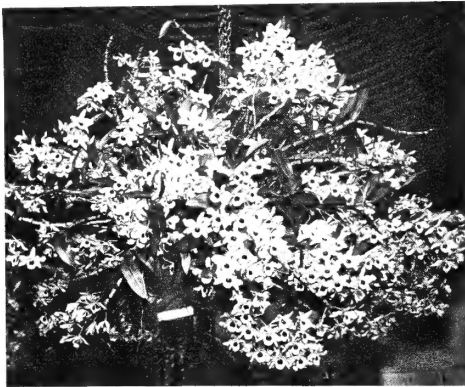
EUPHORBIA SPLENDENS. Called "Crown of Thorns" because legend says the crown of thorns for the Christ was made from its branches. Well it might be true, for it is thickly spined with sharp pricks along the light tinted woody stems. The light green leaves and bright red flowers make this a valuable ornamental for planter boxes, borders, beds, etc.

\$1.00 and up



YUCCA FILAMENTOSA. Commonly known as Adam's Needle or Bear Grass, this spreading stemless basal rosette of leathery green leaves is quite thready along the margin, giving it a most unusual appearance. The flowers are borne on a tall stalk and are creamy white and about two inches long. These plants make an interesting arrangement and are particularly effective in clumps used around the ranch type house, or against a brick wall such as illustrated.

Only \$1.50 and up



DENDROBIUM NOBILE. Beautiful species of Orchid from Hawaii. It has attractive foliage of a pleasing light green, and each year produces hundreds of orchids with pale orchid petals and deep purple throats. Easy to grow, this is a good beginner for your orchid collection—it prefers about half-shade. Mounted on slabs of fern root or potted, you'll find them most rewarding.

\$15.00 and up



JUNIPERUS PFITZERIANA. Pfitzer's juniper. Coniferous evergreen with lovely bluish-green foliage. Grows low, flat and spreading, and valuable for street plantings, entrance plantings, etc. Very good for dry locations, for it resists drouth. One of the few conifers that are recommended for Central Florida.

\$2.00 and up



ILEX CORNUTA BURFORDI. Shining evergreen foliage in striking contrast to the bright red berries make this one of Central Florida's most valuable ornamentals. Because it is a shrub of compact growth habits, it is invaluable for hedge or specimen use. Also attractive for foundation plantings.

\$1.75 and up



CROTONS. The best way we know to add color to your planting! The brilliantly colored foliage shades from creamy white thru deep bright pinks to deep maroon, and the foliage shapes are quite fascinating—there are spirals, corkscrews, narrow curves, broad, oak leaf, and many other odd and interesting shapes from which you can choose your preference. Crotons combine with many flowers to make interesting arrangements, and will keep a long time in a bowl of water. Every Florida home needs a few crotons!

Priced from \$1.00 up

FLORIDA NURSERY GARDEN NEWS

Published by

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WINTER PARK

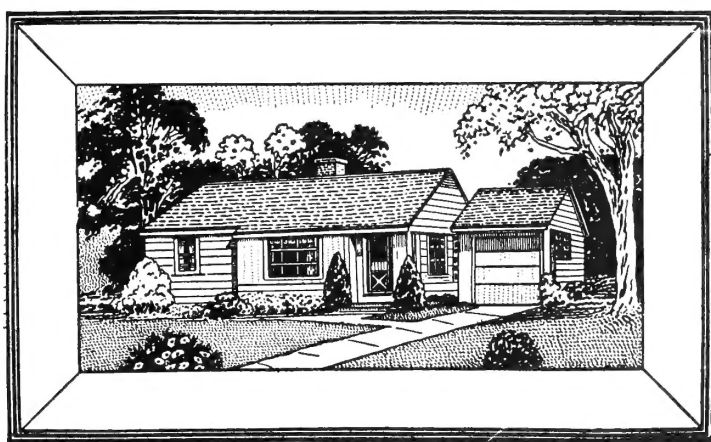
Open Monday thru Friday

9 A.M. to 5 P.M.

"MILLIONS OF PLANTS"



LANDSCAPE FOR LIVING!



Landscaping and planting your home property is one of the most important factors in a home improvement program; it makes the home more liveable, more beautiful and more valuable, and your family and neighbors can point with pride and pleasure to the beautiful surroundings.

Here are some definite benefits you derive from landscaping:

1. Pride of ownership—there's no place like home.
2. Community progress—stimulates neighbors to improve.
3. Attractive and restful picture—beauty from the street, around the house and in the yard.
4. Home for birds—invite song and life in to your garden.
5. Open air living—especially desirable for Florida. Makes your yard a place to eat and to play—to sit or to stroll.
6. Monetary gain—beauty adds value to your original investment. Well landscaped homes bring 15 to 20% more on the real estate market. Independent studies have shown that a minimum of four percent of the total value of the property invested in landscape planting will bring the higher return when and if the property is sold. Meantime, the whole family and neighbors are enjoying it.
7. Flowers and fruit—for color in the garden; for family use.
8. Better living—provides more health and happiness for all—a healthy and pleasant environment for your children to grow up.
9. Just as your neighbors judge you by your education, your car, your furnishings, your friends—so do they judge you by the beauty of your surroundings.

Questions You've Asked About FLORIDA GARDENING!

- Q. What is the brilliant orange flowering vine that blooms in the tall trees at this time of the year?
- A. The *Bignonia venusta* or Florida Flame Vine. It is a rapid grower and profuse bloomer.

* * * *

- Q. What annuals should be planted this month?
- A. Aster, Balsam, Gaillardia, Celosia, Chinese Forget-me-not, Cosmos, Dahlia, Ageratum, Gourd, Marigold, Morning Glory, Petunia, Strawflower, Helianthus, Portulaca, Tithonia, Vinca and Zinnia.

* * * *

- Q. Do you still have your patio open for club meetings?
- A. Yes, by appointment only. We have a calendar and many dates are already taken. If your club would like to meet in our patio please telephone or write for a date. We will provide a guided tour of the nursery for you, and also serve coffee.

* * * *

- Q. What climbing rose do you recommend for Central Florida?
- A. There are several good ones—Blaze, Paul's Scarlet Climber, Inspiration and the climbing Louis Phillippe.

* * * *

- Q. I recently saw some corsages made from what the lady called "Punk Tree Bark." Can this tree be grown in Central Florida?
- A. Yes—it is the *Melaleuca leucadendra*, and grows well in our area. It is valued for the tall slender habit of growth and the light bark very much like the northern birch. The bark peels off in layers, and this is used for flowers, etc.

* * * *

- Q. Can roses be grown satisfactorily?
- A. Yes. It is primarily a matter of giving them plenty of fertilizer and water. If you set a definite program of fertilizing and watering, you'll grow beautiful roses.

* * * *

- Q. Are orchids actually grown outside in Central Florida successfully?
- A. Yes. There are several varieties which do very nicely just hung in the shade of a tree. There are only a very few times during the winter when sub-freezing temperatures are forecast and at that time they may be moved inside for safety. The only care required is watering and occasional applications of fertilizer. They reward you with very beautiful bloom with a minimum of care.

* * * *

- Q. When should grass be planted for a quick coverage?
- A. Grass grows more rapidly in the spring and summer, so if you put in a lawn during those months, it covers much more quickly. Also you can feed it more often and push it along.

Spectacular Blue Lily of the Nile

Beautiful Agapanthus grows either as potted specimen or outdoors in beds!



Heavenly blue flowers last for weeks

Evergreen foliage of striking green

Blooming size plants in containers only

Only \$1.50 Each

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FORM 3547 REQUESTED



Winter Beauty With Bougainvillea!

Nothing is more beautiful than this gorgeous planting of Bougainvillea, Crimson Lake and Afterglow, on the wall at the home of Mrs. W. Edwin Wells in Mount Dora. During almost the entire year, this planting is colorful and attractive.

Certainly this is another proof that Bougainvilleas are one of the most practical vines for Florida. Not only are they attractive on walls, but for arbors, entrances, etc. If you need a flowering vine to add color all year, plant a BOUGAINVILLEA!

Choice plants **\$1.40** and up

Redbud — A Favorite Flowering Tree

One of the most attractive flowering trees . . . and a native, too!

Grows into a nicely shaped tree with rounded foliage and produces an abundance of rosy pink flowers in the early spring. As the blooms appear before the new foliage, a Redbud in full bloom is a magnificent display.

Botanically, the Redbud is *Cercis Canadensis*. It is on the conservation list of the State of Florida, and certainly no garden is complete without at least one of these native beauties which are vanishing from the woodlands as they are cleared away. Transplanted only when dormant, now is the time you should get yours in.

Only **\$3.50** and up

